For people who like to smoke...

An invitation to compare your menthol cigarette with the quality of Benson & Hedges.

Ultra Lights: 6 mg "tar," 0.6 mg nicotine—Lights Box: 10 mg "tar," 0.7 mg nicotine av. per cigarette, by FTC method. Lights Soft: 10 mg "tar," 0.7 mg nicotine—100's: 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Feb.'85.

Is your present cigarette short-changing your smoking taste? You won't really know until you try Benson & Hedges. Take this gift certificate to your favorite store, buy one pack, and we will give you one pack of any style Benson & Hedges free.

BENSON & HEDGES

Buy one pack, get one free

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ADDRESS
CITY STATE ZIP
MY CURRENT BRAND IS

Consumer: By accepting this offer, you certify that you are a smoker 21 years of age or older. Limit one coupon per transaction. Not to be transferred, sold or reproduced. Any other use constitutes fraud. Redeem on a day promoted or specified at retailer. Offer good only in U.S. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you your normal retail price (including sales tax) plus 8¢ handling and postage provided you and the consumer have complied with the terms hereof. Mail when submitted for unauthorized use, incomplete showing purchases of sufficient stock to cover all coupons. Must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., P.O. Box 7500, Manchester, U. 06040.

We normal retail price per pack, including sales tax, is $_____

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because quality matters

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"An Invitation to Compare"
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